

Theatre Folk 'Back the Attack'!

Hasten Victory Our Job—Hays

The chief aim of the motion picture industry in 1942, said Will R. Hays, president of the Motion Picture Producers and Distributors of America, Inc., in his 21st annual report, was to help the winning of the war.

"The vitality of its entertainment with its concomitant serv-

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Ubertino Reopens In Brooks, Alta.

Peter Ubertino, proprietor of the Gayety Theatre, Brooks, Alberta, opened his new house, which replaced the old one, on April 14. He is a well-known exhibitor in that prairie province.

The new theatre is one of the most modern in a small town in Southern Alberta. It is of tile

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Here Are Some Tips on How to Hypo the Victory Loan Drive

Canadian theatre men, acting individually and in connection with local chairmen, sent the fourth Victory Loan away to a rousing start. Guided by past experience and sparked by patriotism, filmites in every kind of job have planned as much in advance

And a Little Child Shall Lead Them

Theatre managers of Sarnia, Ontario, hot on the trail of fire prevention and drill, hied themselves to two local schools under arrangement with the local fire prevention officer and watched how the kids did it.

Fire signals were sounded and the boys and girls evacuated the place smartly and in perfect order. The managers learned plenty.

The emphasis on fire prevention lately caused one manager to comment on the assurances being given audiences.

"Any day now," he cracked, "head office will make us wear firemen's helmets with our tuxedos!"

as is possible. That is, all have but those who leave for tomorrow what can be done today. The questions "What Shall I Do?" and "How Do I Go About It?" are much more easily answered.

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16 N.S. Theatres Improved in '42

The annual report of Nova Scotia Board of Censors, issued by Chairman C. H. Bennett, reveals that the coastal province had a very active entertainment year. New sound and projection equipment was installed in 10 theatres and improvements in equipment took place in six more. The

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He Leads Canada's Film Front



J. J. FITZGIBBONS

As National Chairman of the Motion Picture Section of the National War Finance Committee, the genial gentleman known familiarly as "Fitz" in the haunts of the film trade is once again inspiring Canadian film folk to "Back the Attack" with their individual and collective might. The boys and girls of the theatre world are solidly behind their chairman in the Victory Loan drive.

Sunday Soldier Shows Called Unnecessary

Sunday shows for members of the armed forces only, which were introduced at Famous Players' houses last week, drew blasts from two completely different British Columbia organizations. The Victoria Ministerial Association passed

a resolution of protest, a copy of which was forwarded to Col. J. L. Ralston, Minister of National Defence; and the Vancouver local of the IATSE forwarded a letter, backed by 200 names, to the city council, calling Sunday shows for soldiers an "economic waste of time."

The Toronto Presbytery of the United Church of Canada also moved that an appeal be sent to

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\$43,365 Profit in '42 For Eastern Theatres

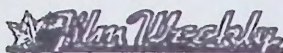
Eastern Theatres, Ltd., reports net profit of \$43,365 for the year ended Jan. 2, 1943, compared with \$61,082 in the previous 12 months. Net earnings were \$139,224 against \$130,921. Balance sheet shows current assets of \$109,041, and current liabilities of \$69,919, compared with \$95,572 and \$80,234 in 1941.

'No Limit'

First GEORGE FORMBY of the 1942-43 ESQUIRE program. Released Easter Week. A real laugh riot.

COMING—A picture that will become one of the season's outstanding attractions, a screen classic from ESQUIRE

'Salute John Citizen'



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HYE BOSSIN, Managing Editor

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Publicity Boomerang?

Hollywood press agency has been comparatively restrained since the USA got in the war. Obvious nonsense has been ruled out of the exploitation field. Head Office, field and local men have been beating the old drum, all right, but they've been producing martial rhythm.

MGM just concluded a continental campaign to find a juvenile girl star to play opposite Mickey Rooney in "National Velvet." Hopeful mammas everywhere trotted out daughter for studio scouts and newspaper observers. Then came the news that the daughter of Peter Arno, famous cartoonist, had been chosen.

The public thought that some unknown girl from one of Canada's or the USA's many cities and towns would get a chance at fame and fortune. The mothers who spent money and time on daughter feel hoodwinked. Their opinion is that the choice was in the bag all the time. But maybe MGM is innocent.

Roly Young, screen critic of the Globe and Mail gave expression to some of the resentment. Columnists are asked to aid such stunts and usually do. Young wrote that he was completely fed up with what he called a cheap method of obtaining publicity.

"The whole business of publicized talent hunts smells," wrote Roly, "and in the long run I believe it causes more disappointment and hard feelings than it does good-will. Personally I suggest the industry should abolish them for the duration—of the movies."

Young is right—if Hollywood is wrong.

They Don't Like It

Hollywood has been catching a right royal rousing in the public prints of late. The latest to toss a grenade at the Cinema City is the USA army newspaper, "Stars and Stripes."

That newspaper implies that American soldiers are sick of seeing themselves as heroes in so many pictures. It's embarrassing to Uncle Sam's nephews in Britain at the moment. They share the showing of some new features with people who took three years' of the Blitz standing up and it makes them feel sheepish.

That's why "Desert Victory," story of the British victory in Africa, is so novel. We see the boys in our uniforms turning a heroic trick or two.

Theatre Folk 'Back the Attack'!

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ed today than in the past campaigns.

There is a backlog of tried-and-true methods, there are new ones being offered and, of course, that manager is lacking in resourcefulness indeed who cannot think of ways of interesting the public in so popular a subject.

Canadian Film Weekly hereby offers a breakdown of theatre, exchange, individual and committee ideas easily put into practice in your community. They can be changed to suit yourself. They will make the task easier and serve the great purpose they were designed for. If there is any doubt about anything your nearest theatre drive chairman will be glad to help you.

It is important that each manager co-operate with his local Victory Loan Committee to the fullest extent. It is also important that he keep a record of the ideas he put into practice so that they might be of value to others.

VICTORY LOAN TRAILERS

Three trailers, "Journey for Margaret," "Raymond Massey," and "In Which We Serve," will be distributed to theatres by all exchanges. The prints of these were made by the Associated Screen News. A number of 16mm. prints of varied subjects will be distributed for showings in army camps and halls.

ADVERTISING MEDIUMS

Managers can do their usual exploitation but adding a Victory Loan character to it. In smaller towns the theatres are usually the centre of Loan activities. Because of this anyone will offer any co-operation asked by you. The following list can be modified, expanded or changed to suit your own needs.

Display:

1. Regular theatre cards bearing Victory Loan matter, placed in store windows and delivered by scouts.
2. Special theatre front for three weeks, each change retaining the tieup with the Victory Loan.
3. Banners on local trucks.
4. An objective chart in the lobby.
5. Heralds to carry boosts for Loan as well as program.

Theatre:

1. Sunday ceremonial meeting to launch the Loan, with a radio pickup, if possible.
2. A lobby quiz each Monday evening, the prizes being bonds donated by local citizens, also for radio.
3. Big Victory Loan Show one night each week, with guest artists as an added attraction. A speaker should be invited.
4. Children's Victory Loan Sat-

urday Matinee, if the local radio station is willing to broadcast it, and a bond-selling angle can be worked out.

5. A contest to pick Miss Victory, with the winner receiving a donated bond.

6. Running special trailers issued by committee.

7. Three-minute speeches at each performance during the Loan.

Newspaper:

1. Weekly writeups of Victory Loan news originating in theatre and adequate coverage of each stunt.

2. Co-operative theatre ad carrying special advertising by merchants boosting the Loan.

3. Thorough use of mats and drop-in slugs issued by the Motion Picture Section of the Loan.

We will be glad to hear about any successful idea as soon as possible, so that it may be passed on.

In boosting the Victory Loan to the patrons, do not forget your personal duty, nor that of the people under you. Subscribe yourself as an example and try to get as many employees as possible to subscribe. Your firm will be only too happy to undertake this financing.

Start working right away and don't let up all the way.

Too Good to Be True

An American trade paper reported that "Random Harvest" "Pride of the Yankees" did tremendous as a double bill in an Edmonton theatre. It started an argument, most readers around Toronto refusing to believe it. It wasn't true, either.

Anything In This Schedule Suggestion?

An interesting suggestion about the order of the program turns up in a letter to the editor of the Vancouver News-Herald from a lady named Helen Drake. We quote:

"I would like to make the suggestion to local picture shows that, at the morning showing of pictures, they would run off the feature picture first, instead of a series of shorts.

"As a war worker who has to get on the job for the afternoon shift, I often have to leave the show before the feature film is finished, a fact that is most annoying. And even if I have time to remain until it is finished, I am constantly watching the time to be sure that I shall not be late.

"Maybe it would be found convenient by the theatre-managers to run off the big story first, and later the shorts, which, although interesting, are much more easy to leave than a feature film."

BUY MORE VICTORY BONDS

Make 'em like it!

DRIP
DRIP
DRIP

'Darkness' 1A; 'Desert V' Tops

Ubertino Reopens In Brooks, Alta.

(Continued from Page 1)

and stucco construction with a sloping floor, air-conditioned throughout. The wicket is situated in a spacious entrance and the auditorium is airy and well-lighted.

There is seating accommodation for 310 patrons, almost one hundred more than the former theatre building. Aisles are wide and there is ample room between the rows. The screen is larger and should provide better reproduction of the films.

Although Ubertino has endeavored to have the theatre open to the public long before this time, shortages and difficulties of one kind and another have prevented him from doing so.

The owner has had a long experience in the show game. He started in business in Alberta in 1919 in the Crowmest Pass. In 1921 he built a large theatre at Blainmore, later acquiring businesses at Cardston, Lethbridge, and Creston. In 1928 he moved to Bassano, where he still operates the Orpheum, and from there operated at Duchess and other points.

He purchased the local business from Williamson and Stephen in 1933, then moved to Brooks in 1937. New stationary projection machines and sound equipment were gradually added in recent years. Ubertino said he always intended to build a new theatre here and believes he now has one of which the town and district can be proud.

Supreme Court Judge Attacks Industry

Motion pictures were severely criticized by USA Supreme Court Justice Felix Frankfurter in a recent speech at Washington. Charging that the movies have "enormously enlarged opportunities for arousing passions, confusing judgment and regimenting opinion," Justice Frankfurter placed the industry in the same category with chain newspapers, cheap magazines and radio.

EDGE OF DARKNESS

VITAGRAPH

(Running Time: 120 Mins.)

Devoted to a common subject these days, it is perhaps fortunate that Warners' contribution, "Edge of Darkness," landed so solidly on its feet. It stands well between those underground stories filled with popular devices, which lack originality, and the ones which preach but lack movement. It is a good example of how to treat a familiar subject so that it has meaning and excitement at the same time.

The studio gave it everything from liberal production to box-office stars. The result should mean lineups. Back of Errol Flynn and Ann Sheridan are such excellent players as Walter Huston, Nancy Coleman, Judith Anderson, Ruth Gordon, John Beal, Monte Blue and Morris Carnovsky. Some make their contribution to the picture strong acting and others add shadow box strength to it.

The picture opens with a gripping tableau of dead Nazis and villagers as it meets the eyes of a newly-arrived Nazi troop. But one resident of the town lives and he is demented. The Nazis treat him in their customary fashion.

The story then flashes back to explain the opening scene, which has the effect of creating intense curiosity.

Flynn is the leader of the Underground in the village, the residents of which are excited by news of British subs leaving supplies of arms in other coastal places. They await their own chance anxiously. Until that day arrives there is a day-to-day war of nerves and minor insurrection. The villagers are shown meeting and planning, testing the loyalties of each other and building their hatred. The Nazis are shown reacting nervously to all this with increased terror.

Collaborationists, appeasers and fifth columnists are shown in action, as well as resolute Norwegians. A dozen small stories unwind, all connected and leading to final pitched battle.

The story revolves around the experiences of a Norwegian family divided between the Nazis and their own country in loyalties.

DESERT VICTORY

20th CENTURY FOX

(Running Time: 66 Mins.)

At last a war documentary film as enthralling and exciting as any of Hollywood's finest fictional dramas of the current struggle. More than that, it will bring a thrill to all Canadians. Films in which men in British battle dress are shown have been all too few.

The African campaign has been the most publicized in Canada. The headline preparation of the past should prove to be a powerful factor in attracting the first audiences and word of mouth should do the rest.

"Desert Victory" has much more to it than providing actual scenes of battle. As the troops move on the offensive, charts provide a new game for the patrons. The plan of battle is shown and explained and the positions of both armies at the opening of the battle is shown. The effect of the British attack on German defences from move to move is perhaps the clearest picture of strategy yet offered the general public.

The photography is clear and those sequences jarred by explosions only add to the power of the picture. Several cameramen lost their lives while recording the action and others were captured.

"Desert Victory" should draw loud applause at each performance.

★

Victory Loan Miniature

JOURNEY FOR MARGARET
REGAL

Here is an excellent trailer, occupying but a few minutes but loaded all the way with meaning. Little Margaret O'Brien and Robert Montgomery reveal why the Victory Loan is important during a raid on London.

Some of the scenes are taken from the feature of the same name. These were tied in with material prepared by Guy Glover of the National Film Board after a discussion with Deway Bloom. Henry Nathanson passed the idea on to Louis B. Mayer, who approved heartily, and ordered the needed scenes.

It is a heart-warming addition to any program.

Hasten Victory Our Job—Hays

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fees of information, education and inspiration was essential to the demands of a population deep in the toll and worry of war," said Hays. "That population," he continued, "including the millions in uniform, demand not less but more recreation and entertainment. It needed—and needed prodigiously—relaxation from today's labors and invigoration for what tomorrow might bring. Ninety millions came to the screen every week with that inexorable demand. And as the screen met the demand for entertainment it used this public contact for many other useful purposes—for the sale of War Bonds and Stamps, for the Red Cross, for the collection of scrap and for enlightenment on the purposes and processes of the war effort. At all times the industry clearly recognized that the national welfare has first call on all its facilities."

The newscasts of the industry established a coverage pool comparable to the news services of the press. The five newscast companies are also contributing material for a composite "United Newscast," which is being shown abroad.

"Perhaps among all the heroic sacrifices of the conflict," declared Hays, "none is more outstanding than the courage shown by newscast cameramen in the areas of combat. Many of these men have sacrificed their lives and died with their cameras in hand."

Screen actors, actresses and other creative people in the industry in arduous tours, have thrown themselves whole-heartedly into the cause of enlisting public support for bond drives and other campaigns, as well as in the work of free entertainment for our soldiers.

Curly Posen With Superior Films

Curly S. Posen, recently manager of the Broadview, Toronto, is now with Superior Films as a salesman. Posen was formerly in the music end, being conductor of Casino orchestra for several seasons, retiring when a leg injury bedded him for several months.

PIONEER FILMS

LTD.

277 Victoria St.

ARE RELEASING THE

**ALFRED
HITCHCOCK**

Production

The 39 Steps

featuring

**Robert Donat and
Madeleine Carroll**

It is six years since this feature has been shown in Canada, and the circuits are booking the picture for first run in all key situations.

★

Pioneer will also release in the very near future

Thunder Over the City

Featuring

**Edward G.
Robinson**

This is also a re-issue which should be in demand by all theatre operators

★

**Pioneer Films
Ltd.**

Toronto, Montreal, St. John
Winnipeg, Calgary, Vancouver



Come Hell or High Water

Frank Reid, manager of the Park, Chatham, Ontario, is a fellow who can think on his feet—even if his feet are deep in water.

Last week an accident to a water main near the theatre resulted in a small-time Johnstown flood. Frank looked wearily at the water creeping higher in his cellar towards the suspended motors. No motors, no shows. There was no heat, of course.

When it began to look like a reissue of the flood Frank pitched in and removed the motors successfully. That was worth swimming for. After the flood stopped and some of the water was removed he put the motors back again.

That licked, Frank was faced with calling off the Friday and Saturday shows, but he was stubborn. He put signs in front of the theatre explaining what happened and advising the patrons that it was cold inside but that they could see a show.

The patrons liked Frank's stick-to-it-iveness and came just the same, sitting in their overcoats.

Thus a manager's alertness and resourcefulness saved irreplaceable materials and kept the boxoffice in action during the two biggest days of the week.

Go thou and do likewise—but I hope you don't have to.

One Size Too Small

A certain Western branch manager got an enquiry about pictures from an exhibitor with whom he had done no previous business. The exhibitor operated in a somewhat distant town and the film man asked him to come to his office, offering to pay all expenses. The exhibitor did, was lavishly entertained and reciprocated by buying everything offered.

The branch manager sent the deals on to Head Office, where he was praised by letter and held up as an example of the smart film man.

After the first picture arrived under the new contract, a telegram came from the exhibitor.

"What's the idea?" it read. "The films are too big for my machine."

He was, it turned out, a 16mm.

On the Rebound

A sailor told me this one and I prefer to believe him.

A British sub came up in the harbour of an Italian port and stopped an incoming cargo ship, one being used to supply the Axis African army.

"What are you carrying?" shouted the sub chief.

"We're empty," was the reply from the ship's captain.

The sub chief made sure of that. "Go ahead," he shouted. "We'll get you coming out!"

"Scotty" Back Home

A familiar fellow with a cocky walk and brogueish talk was On the Square last week saying hello to old friends. He was Jack "Scotty" Shaw, former film salesman, who couldn't wait to get at Hitler when history's all-time heel went on a rampage in 1939.

Jack has been in England all this time waiting his chance and came home on leave. He thought he was on his way to Berlin before France fell. His regiment got as far as Brest when McNaughton called them home, telling them to wait a while.

In the meantime Jack has been attached to the London headquarters, ducking downcoming raiders spared by the boys in blue. And slipping away to the old home town, Glasgow, once in a while for a reunion with his family.

He looks as sprightly as ever. He's one guy Hitler hasn't got bulldozed.

16 N.S. Theatres Improved in '42

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year was marked by a thorough examination of all places of entertainment from a standpoint of safety. Seating was re-arranged to allow greater aisle space and in many theatres furnaces were enclosed in separate fire-proof rooms.

The highlights of the report follow:

A total of 2,100 films were submitted for screening consisting of 556 features, 522 short subjects, 618 trailers, 397 newreels and seven serials. Of this number 13 were British, one French.

The films submitted for screening represent 6,276 reels, totalling nearly 6,000,000 feet of film: The number of 16 mm. subjects screened totalled 151 programs—1,449 reels of four hundred feet of film each.

The number of licensed theatres totalled 63, of which 55 operated full time or six days each week, and seven operated part time or three days or less each week.

Theatre and places of amusement attendance totalled 12,006,321, an increase of twenty per cent over the previous year. There were 956,295 juvenile admissions to theatre performances on Saturday afternoons and the afternoons of statutory holidays at which no tax is collected. There were 4,200,117 admissions to theatres from 10c to 25c, 5,635,495 admissions to theatres from 25c to 34c, 804,055 admissions to theatres from 34c to 55c and 410,359 admissions to other amusements.

Amusement licenses issued reached 2,054, of which theatres held 63; projectors, 126; operators, 97; apprentices, 48; itinerants, 53; baseball parks, three; skating rinks, 21; dance halls, 1,525; amusement halls, 27; hotels, 3; billiard rooms, 81; race tracks, 5; and boxing rings, 2.

Although the total attendance at theatres and other places of amusement was 12,480,922, the number of people who contributed to the revenue by way of theatre and amusement taxes totalled 11,524,27.

The total collections amounted to \$312,987.77, which is an increase in comparison with the preceding year of \$38,376.31.

In addition to the amount collected by this department by way of theatre tax and amusement tax, considerable revenue was derived from the fees for screening 16 mm. films and 35mm. films, and licenses from film exchanges, theatres, operators and apprentices, billiard rooms, race tracks, hockey, baseball, dance halls, itinerant shows and other amusements. There was an increase of 1,664,840 people attending theatres and places of amusement.

FPC Shows Net Rise in 1942

Net profit equal to \$2.97 a share on 430,524 no-par-value shares is reported for the year ended Jan. 2, 1943, by Famous Players Canadian Corp., Ltd., as compared with \$2.70 a share in 1941. The earnings for 1942 include \$140,000, refundable portion of income and excess profits taxes paid, which is equal to 32 cents a share. Total of these taxes paid at \$1.6 millions, aside from the refundable portion, is up \$800,000 for the year, and is equal to \$3.60 a share.

Company's liquid position has been strengthened, with net working capital of \$2,319,691 at Jan. 3, 1943, comparing with \$1,666,374 at Dec. 31, 1941. Current assets of \$2,956,477 compare with \$2,957,753, and current liabilities of \$638,786 with \$1,291,379. Reduction in current liabilities is accounted for by prepayments on account of 1942 taxes of \$1,521,500, leaving reserve for taxes at \$269,062, against \$916,563 at end of previous year.

First mortgage and collateral trust bonds outstanding have been reduced from \$5,754,500 to \$5,993,000. Total assets of \$16,623,319 compare with \$16,966,139.

No 12.05s For Alcan Workers

The village commission of Dawson Creek, boomtown southern terminus of the Alcan highway, has clamped down on midnight shows, cabarets and dance halls by an edict which permits only essential services to remain open after midnight.

Toronto Girl Gets Screen Credit

Rohama Lee, Toronto scenario writer now in Hollywood, nabbed a nice screen credit, together with L. Willinger, for 20th-Fox's "Tonight We Raid Calais." The picture stars John Sutton and Anna-bella, and features Lee J. Cobb, Beulah Bondi and Blanche Yurka.

Audas, Projectionist, Quits After 20 Years

The veteran projectionist of the Capitol Theatre, Amherst, Nova Scotia, Frank Audas, has resigned after more than twenty years on the job. Local folk regretted his leaving, as did F. G. Spencer, his employer. Audas has not been in the best of health.

Stephens Lectures

Mel Stephens, manager of the Granada, Dunnville, Ontario, was the speaker at a recent meeting of the Kinsmen Club of that town. He spoke on the moving picture business.

Sunday Soldier Shows Attacked

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Col. Ralston present recreation facilities, such as the Art Gallery, were good enough, the Presbytery claimed.

The Toronto local of the IATSE, however, disagrees with the stand of the Vancouver one. Support was voted unanimously for the shows at a meeting last Sunday.

"We consider it our patriotic duty," stated W. P. Covert, business manager, "to do everything we can to bring enjoyment to our boys in uniform. We are 100 per cent for the idea. But we stand four-square against any other kind of Sunday show whatever."

Canadian operators and circuits have consistently turned down all requests for Sunday soldier shows from private bodies. Famous Players yielded at the request of Col. Ralston and Brigadier Mess, representing the government, and introduced the shows in five cities, Toronto, Halifax, Edmonton, Victoria and Prince Rupert. The protest of the Vancouver projectionists was issued when it became known that such shows are being considered in that city.

The protest, signed by Pearson and W. H. Blake, secretary of the Vancouver local, points out that theatres in the downtown area of Vancouver are open from 11 a.m. until midnight on all week days, "a period in which, no matter what kind of a shift a person works, allows time to satisfy the entertainment desires of picture patrons."

In addition, the letter says, some theatres reopen at midnight Sunday, allowing only a 24-hour shutdown. Nor do they enjoy any Saturday holidays, being open every day in the year except Sundays and Saturday holidays invariably extend the hours of opening and closing.

It is also pointed out that the opening of theatres at midnight Sundays until 3 and 4 a.m., Monday entails for the staffs a working day of more than 12 hours.

"Furthermore," the protest reads, "many Vancouver theatres are rented Sundays for symphony concerts, lectures, meetings and, due to war work, many charitable appeals, which constitute a further drain on employees' leisure time and rest."

Studios Hunt For Screen Writers

There is a scarcity of men and women who have the necessary experience needed to fashion the plentiful crop of plays, books and original stories into workable screen scripts. Film studios are on the lookout for scenario writers to replace former employees now in the service.

"In four blocks on Granville Street are nine theatres with an approximate seating capacity of 15,000, opening at 11 a.m. or earlier. With the exception of Saturdays, many of these theatres could at any one time until 6 p.m. very easily seat the total patronage of all these nine theatres."

It is contended that "the excuse of war workers coming off shift at midnight also could apply to theatre staffs; thus we recognize this as a penalty on the nature of the industry."

"Furthermore more than 50 per cent of theatre staffs are females."

On these grounds, the letter states, the organization is opposed to "any proposed amendments to civic or provincial laws to secure Sunday theatre opening."

The protest of the Victoria Ministerial Association, unanimously endorsed by all members, reads:

"This association, having heard of the action of the Department of National Defence in authorizing the opening of moving picture houses in this city on the Lord's Day, begs to remind the department of the interest shown in the welfare of the troops by the Christian churches from the very beginning of the war, and to record its deep regret that the expressed opinion of the representatives of the churches on this subject has been ignored. The opinion is strongly held amongst those who are in close touch with the men and women of the forces that if the weekday entertainment provided by the department were up-to-date and interesting and of high quality, the demand for Sunday entertainment would be practically negligible."

It is unlikely that the protests will cause any change in the government's plans.

Farr's Bond Parodies Boosts Sydney Sales

J. W. Farr, well-known Nova Scotia exhibitor, who is publicity chairman of the War Finance Committee of North Sydney, has written a Victory Loan song book, "Songs for Victory," which contains pertinent parodies on popular songs.

To to the tune of "Pack Up Your Troubles," he has written these apt lyrics:

"Take all your dollars from the old gray sock and buy, buy, buy."

Till Victory's dawning, we can do without the trimmings if we try

Put your dollars in the light—let freedom never die. So

Instead of bondage we'll have Victory Bonds
Let's buy, buy, buy."

Presumed Dead



SGT. J. M. ATKINSON

Previously reported missing and now officially presumed dead, Sergeant Atkinson is the first casualty reported from the ranks of former employees of Associated Screen News, Montreal. Atkinson was a popular member of the motion picture company's art department. He enlisted in 1940 and went overseas in December, 1941. His wife and infant daughter reside at Lachine, Que., his parents, Mr. and Mrs. F. A. Atkinson, at Vancouver, B.C.

Studios Increase Escapist Films

Leading studios, in anticipation of a change in public taste, are preparing films that will play down the war angle in favor of light, escapist entertainment. Through the recent glut of war films the public has been kept well informed of United Nations' war aims and the change in entertainment preference is clearly presaged by the popularity of romantic books now heading the best-seller lists.

New products will ignore the present conflict and will mainly consist of musicals, costume dramas and horror films. Far more than the usual number of horror films are scheduled for early release.

A great demand for frothy entertainment is expected when the war is over and Hollywood will not be caught napping. Present plans to lessen the emphasis on war themes, indicate that within the next eight months to a year, major studios will work on films that submerge the war angle for release early in 1944.

Bill Bounsall Joins Up

Bill Bounsall, popular member of Odeon Theatres' art department has joined the army. He's with the engineers.



The Reigning Star

Robert Donat in Count of Monte Cristo

with

Elisa Landi, Louis Calhern,
Sydney Blackmer and Ray-
mond Walburn in Alexander
Dumas' immortal story

★

ROBERT DONAT

The Ghost Goes West

Screen play by
Robert E. Sherwood
Produced by
Sir Alexander Korda

★

ROBERT DONAT

and Charles Laughton, Merle
Oberon, Elsa Lanchester and
Binnie Barnes in

Private Life of Henry VIII

Directed by
Sir Alexander Korda

★

CURRENT AND

TIMELY HITS

Secrets of a Good
Night for Crime
Baby Face Morgan
Tomorrow We Live

★

**Producers Releasing
Corporation
LIMITED**

Executive Offices:

277 Victoria St., Toronto, 2, Ont.

ECHOES and REFLECTIONS

You're Welcome, Hollywood

Hollywood has need of new types of heroes and heroines. The celluloid longevity of playboy dicks, interfering secretaries, journalistic cleaner-uppers of crime, etc. is proof of Hollywood's inability to add much to its stereotyped gallery of humans. There are occasional exceptions, of course, when a new book or play offers something different. The leading character, if it has a wide appeal, soon takes its place on the stock shelves.

Though the war may cause a change in the conceptions of the scripters to do something new, the fact is that there are still some unusual characters who have been overlooked. For instance, the lady prizefighter.

I was reminded of the femme pug by a quick glimpse of columnistic ping-pong, as played by Jim Coleman and Fanny (Bobby to you) Rosenfeld, both sports columnists of the Toronto Globe and Mail. Bobby commented on a boxing bout between two women at Windsor, Ontario, and Coleman pointed out that there were professional sluggers on the distaff side in the early bare knuckle days. I found something in my files on the subject.

The Rosenfeld gal, incidentally, has a niche of her own in the Canadian hall of fame. She was an Olympic sprinter and a basketball, baseball and hockey star. And mighty personable too. She could get a wise crack away as fast as she could a felled ball and throw you out with both. And she was a superlative clown who could spread more stitches than sewing machine.

Bobby was no dub with the boxing gloves. In the privacy of the gym she would spar a few rounds with some of the skilled lads in training.

Time has clamped Bobby's athletic career but not her great good humor, which now finds expression in print as well as in person.

What Weaker Sex???

Grant Uden, in his book, "Strange Reading," which was published in London, England by George Newnes Limited, wrote that women prizefighters were not at all uncommon in the early 18th Century. The papers of that period printed frequent challenges from one lady to another. From an English publication of 1722 came this advertisement:

CHALLENGE.—I, Elizabeth Wilkinson, of Clerkenwell, having had some words with Hanna Hyfield, and requiring satisfaction, do invite her to meet me upon the stage, and box me for three guineas; each woman holding a half-a-crown in each hand, and the first woman that drops the money to lose the battle.

ANSWER.—I, Hanna Hyfield, of Newgate Market, hearing of the resoluteness of Elizabeth Wilkinson, will not fall, God willing, to give her more blows, and from her no favour; she may expect a good thumping!

Here is a notice of a similar nature from the Daily Post for July 7th, 1728.

"At Mr. Stokes Amphitheatre in Islington Road, the present Monday, being the 7 of October, will be a complete Boxing Match by the two following Championesses:—Whereas I, Ann Field, of Stoke Newington, ass-driver, well known for my abilities in boxing in my own defence wherever it happened in my way, having been affronted by Mrs. Stokes, styled the European Championess, do fairly invite her to a trial of her best skill in Boxing for 10 pounds, fair rise and fall; and question not but to give her such proofs of my judgment that shall oblige her to acknowledge me Championess of the Stage, to the entire satisfaction of all my friends.

"I, Elizabeth Stokes, in the City of London, have not fought in this way since I fought the famous boxing-woman of Billingsgate 28 minutes, and gained a complete victory (which is six years ago); but as the famous Stoke Newington ass-woman dares me to fight her for the 10 pounds, I do assure that I will not fall meeting her for the said sum, and doubt not that the blows which I will present her with will be more difficult than any she ever gave asses."

So maybe now Hollywood will match Marjorie Main with Patsy Kelly, Joan Davis, Cass Daley or Martha Ray. Or any one of them with Errol Flynn. I'll bet on the gal.

Finders Aren't Always Keepers

The boxoffice is not the only money-gatherer in a theatre. Careless patrons lose wallets and purses containing large sums of money which they never return to claim. In the last year a total of \$1,000 was found in the Centre Theatre, Chatham, Ontario. Harland Rankin, Centre manager, helped one customer find \$500. Another patron recovered \$195.

Almost anything can be found in the lost-and-found department of a theatre. Women and children, the worst offenders, leave baby blankets, ear muffs, silk stockings, kewpie dolls, gloves and scarves. Lost articles include everything from liquor permits to a ration book and passports.

Managers have used various methods to dispose of lost belongings. If they are not called for at the end of a limited period the articles are turned over to the Red Cross or IODE.

Theatre customers have unknowingly contributed large lots of lost wearing apparel to many salvage organizations through the managers.

Harland Rankin remembers one young man who dropped an engagement ring and could not recover it. "It appears that the fellow was giving the ring to his girl," Rankin recalls, "when the picture became very interesting and he dropped it. Consequently that girl did not get an engagement ring."

Frank Reid of the Park finds rubbers, overshoes, packages, rings, pipes and liquor permits in the nightly search of his theatre. "Right now on my desk I have a kewpie doll and downstairs we have toy guns, flashlights and a large box filled with every kind of article imaginable. I think we find everything that a person could possibly leave behind."

Pat Drohan, manager of the Capitol, says that many people will pick up articles and never turn them in, keeping them for themselves. Drohan takes time to mail lost ration books, permits and passports back to their rightful owners.

Mine Workers Union Protests New House

The recent opening of the Victory Theatre at Inverness, Nova Scotia, drew a protest from United Mine Workers, Local 4512. UMW contended one theatre was enough in the area.

The provincial Conservative leader questioned Premier MacMillan at the legislative session, who replied that the new theatre had met all the standards.

Light on why the UMW interested itself hasn't shone this far yet.

Canadian Film Weekly

The Canadian Film Weekly is Canada's liveliest and most informative trade paper. It covers Canada's film front for you from week to week.

Canada enjoys one of the finest and most active motion picture industries in the world.

The Canadian Motion Picture War Services plays a leading part in Canada's famed war effort, which has been praised by our allies.

The Canadian motion picture industry is regarded today as the laboratory of film operation in wartime and our USA fellows have made many visits here to see how we do it.

Canadians in all fields of endeavor take great pride in the Canadian motion picture industry.

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